



Newsletter No. 2 – May 2019

2040 General Plan - Preliminary Public Review Draft

Ventura County General Plan Update

The County of Ventura is working on a comprehensive update to its General Plan for the first time since 1988. We are committed to keeping the update process open and accessible to anyone who wants to be involved and share ideas.

The General Plan Update will help shape the next 20 years of Ventura County's growth and change. The outcome of the update will have a real impact on the quality of life in the County by addressing important questions such as:

- How can the County enhance public services and infrastructure?
- How will the County deal with its continuing water quality and quantity challenges?

A General Plan addresses these questions through the development of goals, policies, and programs covering a very broad range of issues.

Frequently Asked Questions

What is a General Plan?

A general plan represents the community's view of its future. It articulates its growth, development, and resource conservation priorities through the creation of goals, policies, and programs. California state law requires that each city and county adopt a general plan and that every general plan address the following eight topic areas (referred to as elements): circulation, conservation, open space, housing, noise, safety, environmental justice, and land use. The County's General Plan will have a 20-year planning horizon, through 2040.

Why is the County's General Plan Update project necessary?

The County's current General Plan has a planning horizon through 2020. It has been revised over the years, but has not been comprehensively updated since 1988. Since then, there have been many important changes to state law that dictate what issues must be included in a general plan. For example, state law now requires that we address additional topics such as climate change and the design of streets to better accommodate pedestrians and bicycles. In addition, the Ventura County Board of Supervisors has directed that the updated General Plan contain three new elements: agriculture, water, and economic development.

Community Outreach 2016 to 2018


The County conducted extensive community outreach from summer 2016 to fall 2018 to learn what people like most about the county, what challenges they see, and what ideas they have for addressing these challenges. To get feedback, staff from the County Planning Division held community workshops in English and Spanish throughout the county, hosted focus group meetings, installed information booths and interactive pop-ups at multiple locations, received input from on-line questionnaires and Public Opinion Survey. This information was used to establish the foundation for the 2040 General Plan.

The information and input generated in the prior project phases was used to develop goals, policies and programs that make up the heart of the General Plan. These are the tools used to implement the community's vision. View project content at: vc2040.org/engage/meetings-and-presentations.

Community Engagement at a Glance (2016 to 2018)

- 8 Information Booths and Pop-Up Events
- 19 Workshops and Open Houses
- 20 Focus Group Meetings
- 37 Presentations to Advisory Groups including Municipal Advisory Councils and the Agricultural Policy Advisory Committee
- 1250 Ventura County Residents, including 572 unincorporated area residents, completed a Public Opinion Survey

Building Blocks of the 2040 General Plan: Overarching: •Vision Statement •Guiding Principles Each Element Has: •Goals •Policies •Implementation Programs	What it is	Definition	Example
	Vision Statement	The inspiration and foundation for the 2040 General Plan.	
	Guiding Principles	Central ideas and concepts integral to carrying out the vision	COS. Conserve and manage the County's open spaces and natural resources, including soils, water, air quality, minerals, biological resources, scenic resources, as well as historic and cultural resources.
	Goals	Broad statements of desired future conditions	Goal COS-2: To protect and conserve coastal beaches and sand dunes, proactively enhance coastal and marine resources, and respond to projected sea-level rise.
	Policies	Specific statements that guide decision making	Policy COS-2.2: Beach Nourishment The County shall support activities that trap or add sand through beach nourishment, dune restoration and other nature based adaptation strategies to enhance or create beaches in areas susceptible to sea-level rise and coastal flooding.
	Implementation Programs	Actions that carry out a policy	Implementation Program C: Grants for Climate Change Adaptation Activities The County shall apply for grants through the California Coastal Commission and other organizations for beach nourishment, dune restoration, and other adaptation activities to improve the resilience of county beaches to sea-level rise and coastal flooding.




Land Use and Community Character Element (LU)

Guiding Principles

- Direct urban growth away from agricultural, rural, and open space lands, in favor of locating it in areas where public facilities, services, and infrastructure are available or can be provided.

General Plan Land Use Map




Element Description

This element establishes the pattern and intensity of land use in the County and sets forth policies and standards to guide future development. This Element serves as the primary vehicle for ensuring that new land uses are logically organized and developed in a way that is sustainable and enhances Ventura County's unique identity.

This Element addresses your concerns related to:

- Maintaining Community Character and Quality of Life
- Concerns About Environmental Justice
- Opportunities for Disadvantaged Communities
- Retaining Integrity in Area Plans
- Ensure Compatibility with Naval Base Ventura County



Exhibits provided on-line and at community workshops reflect concerns addressed in the Public Review Draft General Plan.

- General Plan “county-wide” Element
- Guiding principles developed through community outreach to implement your vision

○ Your concerns related to the Element

○ Description of the Element

Project Phases

We are completing Phase 5 of the project. The public has the opportunity to review and comment on the Draft General Plan, and it will be reviewed by both the Planning Commission and the Board of Supervisors. For more information about how to review this document and provide your input, visit vc2040.org/review.

1. Project Initiation

Set up the Framework
(Winter 2015/Spring 2016)



2. Background Report

Assess Existing Conditions in the County
(Winter 2016/Summer 2017)



3. Guiding Principles

Develop Guiding Principles
(Summer 2017/Winter 2017)



4. Evaluate Alternatives

Develop Options and Alternatives
(Winter 2017 to Fall 2018)



5. Draft General Plan

Public Review Draft
(Fall 2018 to Summer 2019)



6. Program Environmental Impact Report

Conduct an Environmental Review of the Draft General Plan
(Winter 2018 to Spring 2020)



7. General Plan Adoption

Final Steps – Adopt a new General Plan
(Winter 2019 to Spring/Summer 2020)

The 2040 General Plan includes the following elements:

Land Use and Community Character Element (LU)

Serves as the primary vehicle for ensuring that land uses are logically organized and developed in a way that is sustainable

Housing Element (HE)

Identifies ways for meeting housing needs for all segments of the community

Circulation, Transportation, and Mobility Element (CTM)

Provides a balanced, multimodal transportation network that meets the needs of all users and provides a strategy for addressing infrastructure needs to ensure the safe and efficient movement of people, goods, and services.

Public Facilities, Services, and Infrastructure Element (PFS)

Guides planning for infrastructure development and maintenance

Conservation and Open Space Element (COS)

Establishes ways for protecting and managing open space lands and natural resources

Hazards and Safety Element (HAZ)

Identifies potential hazards and develops policies and programs to manage them

Agriculture Element (AG)

Establishes ways that protect and support agricultural lands and practices

Water Resources Element (WR)

Establishes ways to ensure water resources are sustainably managed

Economic Vitality Element (EV)

Identifies economic development priorities to strengthen and diversify the County's economy

If my community is covered by an Area Plan, is it still covered by the General Plan?

Yes. The General Plan provides policies for guiding growth and development in all of the unincorporated areas, including those areas covered by an Area Plan. However, Area Plans also include unique goals, policies, and programs that are specific to a given geographic area within the county. As part of this project, all Area Plans will be evaluated for consistency with the updated General Plan, but the project will not include a concurrent update of the Area Plans.

There are nine Area Plans within the county:

- Coastal Plan
- El Rio/ Del Norte
- Lake Sherwood/Hidden Valley
- North Ventura Avenue
- Oak Park
- Ojai Valley
- Piru
- Saticoy
- Thousand Oaks

Who is involved in updating the General Plan?

It is important that the General Plan Update reflect the input from many different people and advisory bodies. The County has a team of staff members within the Planning Division who are working on all aspects of the General Plan update. In addition, the County has established a Technical Advisory Committee consisting of in-house County subject-matter experts. There is also a consultant team that includes subject-matter experts in fields such as water, energy, climate change, transportation, and land use and development policy. Additionally, the County formed local Focus Groups to provide technical and policy input on draft general plan documents. Focus Group participants include representatives from existing boards and commissions, as well as local and regional stakeholders with expertise in given issue areas. There are seven Focus Groups:

- Agriculture
- Climate Change
- Economic Development
- Housing
- Open Space/Recreation
- Transportation
- Water

Other advisory bodies include the Agricultural Policy Advisory Committee and the six Municipal Advisory Councils located throughout the county.

At every stage of the General Plan Update process, the public has the opportunity to participate and share ideas and comments.

What is the difference between the General Plan and Zoning Ordinance?

A general plan sets forth long-term policies that guide future growth development and resource protection. A zoning ordinance implements general plan policies through development regulations, such as allowed uses for a given zone, and building standards, such as height limits and building placement. These standards are applied through the issuance of permits, which are regulated through the zoning ordinance. State law requires that the zoning ordinance be consistent with maps and policies in a general plan.

HOW CAN I STAY INFORMED ABOUT THE PROJECT?

Visit the project website! Go to vc2040.org

- **Check the General Plan Update project website:**
The website includes a broad range of information and has the most current details about upcoming activities.
- **Sign up for the Interested Parties List** to receive emails related to upcoming meetings, workshops, hearings, and documents that are out for public review. Subscribe by going to: <https://vc2040.org/subscribe-for-more-information>.
- **Review and comment on documents** created as part of the General Plan Update. Draft documents that are available for public review and comment will be accessible on-line. The Preliminary Public Review Draft of the 2040 General Plan is available at: <https://vc2040.org/review/documents>. A hard copy of documents will also be available for viewing at the public Planning Counter at the County Government Center at 800 S. Victoria Ave. in Ventura.
- **Attend workshops and presentations** hosted by County Planning Division staff throughout Ventura County at key points throughout the project. Information about these project milestones and public participation opportunities is available at <https://vc2040.org/engage/meetings-and-presentations>. A notice will also be emailed directly to you if you sign up as an Interested Party.
- **Attend hearings** for the Board of Supervisors and Planning Commission. Information about work sessions and hearings will be available on vc2040.org and will be emailed directly to you if you sign up as an interested party.
- **Contact General Plan Update staff members.** Contact information is available at <https://vc2040.org/contact>.

Sí tiene preguntas sobre el Plan General, póngase en contacto con Susan Curtis a Susan.Curtis@ventura.org o 805-654-2497.